

ABSTRACT OF THE DISCLOSURE

Various techniques for searching information are provided using a wireless server and wireless device, such as an Internet-ready cellular phone. As a consumer navigates about a menu displayed at the wireless device, i.e. issues various navigation instructions, the wireless server can receive one or more search parameters from the wireless device. A search operation based on the one or more search parameters can then be performed and the wireless device can then navigate about an existing menu or generate a second menu based on the search.

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